BTEC/CIM Assignment Brief

This Assignment Brief has been produced to cover the requirements for the BTEC qualification and the Chartered Institute of Marketing (CIM) qualification, for any learners wanting to claim dual certification.

This assessment meets the requirements for the following CIM certification and module:

Level 3 Foundation Certificate in Professional Digital Marketing: Digital Fundamentals

Please note that learners will be required to complete **ALL** Authorised Assignment Briefs in **Unit 4: Investigating Digital Marketing** and **Unit 5: Developing a Digital Marketing Campaign** as achievement towards CIM certification in the **Digital Fundamentals** module.

To preserve the standard set in this assessment, centres are **NOT** permitted to make any changes **UNLESS** this assessment is being used for BTEC purposes only. If any changes are made to this assessment, learners will not be able to claim CIM certification.

Qualification	BTEC International Level 3 Subsidiary Diploma in Marketing BTEC International Level 3 Foundation Diploma in Marketing BTEC International Level 3 Diploma in Marketing BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 5: Developing a Digital Marketing Campaign**
Learning aim(s)	**B** Develop and test a digital marketing campaign for a specific product or service **C** Review the development and effectiveness of a digital marketing campaign
Assignment title	
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your mentor was very pleased with the plan and design of your digital marketing campaign for your selected product/ service. They therefore want you to develop the campaign materials, test them and review and present them to the rest of the team.

Task 1	You will need to create the digital marketing content that you planned and designed from the assignment brief from Learning Aim A for your chosen product/ service that meets the objectives that you set You must include: • Evidence of realistic and detailed materials that you have created using a range of digital marketing tools. • Evidence that you have selected at least three different metrics to measure the effectiveness of the digital communications plan and the objectives within the plan including a justification of why you selected these showing an understanding of the data that the selected metrics will provide you • Evidence that you have used the three selected metrics for the digital marketing campaign that you have created. You now need to create a presentation that reviews the digital marketing campaign that you have planned, designed, created and tested. In the presentation, you must include: • A detailed reflection, including an assessment of the effectiveness of **all** of the stages (planning, designing, measuring metrics) that you have been through in the digital marketing campaign. • A detailed consideration of the significance of each stage along with the ease and/ or challenges you went through with each stage. • A detailed review including an assessment of the effectiveness of the production of the digital campaign materials • A conclusion, supported by the results of your metrics and any other relevant information you have, justifying: o which stages have been the most significant at ensuring the campaign's effectiveness in terms of meeting the audience needs and the planned objectives o the effectiveness of the planned objectives o how the metrics could be used to measure the effectiveness of the digital comms plan against the objectives and support future decision making. o the production of which materials have ensured the campaign's effectiveness in terms of the meeting the audience needs and the objectives set.
Checklist of evidence required	• Campaign materials and evidence of testing/metrics • Presentation reflecting on the digital marketing campaign stages

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
5/BC.D2	Create detailed materials using a range of digital marketing tools and undertake comprehensive testing, evaluating the effectiveness of the stages of the digital marketing campaign and the production of the campaign materials for a specific product or service.
5/B.M2	Create realistic materials using a range of digital marketing tools and undertake a range of appropriate testing for a digital marketing campaign for a specific product or service that meets set objectives.
5/C.M3	Assess the effectiveness of the stages of the digital marketing campaign and the production of the campaign materials for a specific product or service.
5/B.P3	Create materials for a digital marketing campaign using digital marketing tools for a specific product or service that meet set objectives.
5/B.P4	Test a digital marketing campaign for a specific product or service that meet set objectives
5/C.P5	Reflect on the stages in the digital marketing campaign
5/C.P6	Review the production of the campaign materials.
Sources of information to support you with this Assignment	www.marketingjournal.org/category/digital-marketing/ Digital marketing articles http://digitalmarketingmagazine.co.uk/ Digital marketing magazine www.thedrum.com The Drum marketing magazine www.wordstream.com/blog/ws/2016/01/05/marketing-news Digital marketing news sources www.digitaldoughnut.com/articles/2018/february/how-to-integrate-traditional-and-digital-marketing Digital marketing and traditional marketing
Other assessment materials attached to this Assignment Brief	*None*